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**LMC - research group**

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# Annual Report 2011

## Strength of Danish food research in local and global collaboration



**Torben Harring,**  
Chairman, LMC Board of Directors

Danish food research is internationally competitive within disciplines of biotechnology, proteomics, health and nutrition, food chemistry, and consumer behaviour, and is described as 'excellent' in international evaluations. A high level of research is needed to maintain the high standards of Danish food production. According to OECD the food sector is one of the areas where there is the shortest path between investment in research and results in the form of new, better and more valuable products. Therefore food research is an important area for investment and economic growth in the Danish society.

In the past year, the Danish Centre for Advanced Food Studies (LMC) focused more on international cooperation. One of the activities was the preparation of an EU Presidency conference in collaboration with the Ministry of Science, Innovation and Higher Education during the Danish EU presidency in 2012. LMC was active in the preparations of an international

workshop in the USA, and in addition LMC has managed research and educational project cooperation with Brazil, China, India and a number of EU funded projects.

Focus on knowledge and innovation in product development of food is becoming more important than ever. Today we have a globalized market for both products and labour. This means that any production tends to move abroad, if it only depends on the low labour costs. Good quality, food safety, knowledge transfer and high productivity provide a higher price of the product. Without mastering these factors at a competitive level, food production in Denmark will be weakened in the long term.

LMC which coordinates the Danish food research at five universities has been successful in getting industry and public research to cooperate better. Recently we have also included the Advanced Technology Group (GTS) network, recognizing that the innovation system is a key player in getting research findings translated for use in companies.

There is a need for unifying initiatives and for partnerships that can create new dynamics and synergy. Initiatives such as the Strategic Platform for Innovation and Research (SPIR) and the European innovation instrument called Knowledge and Innovation Communities (KICs) are examples of such. LMC has been actively working to launch both inSPIRE as Foodbest, representing these two instruments in the food area. It is important that we have national initiatives that match our EU counterparts. It is through international cooperation that we can really strengthen the Danish food sector. The greatest effect is achieved by ensuring a national foundation, which involves all parts of the Danish food sector. LMC looks forward to participating in new research and innovation initiatives that can enhance the effect of our efforts and ensure maximum value of research.

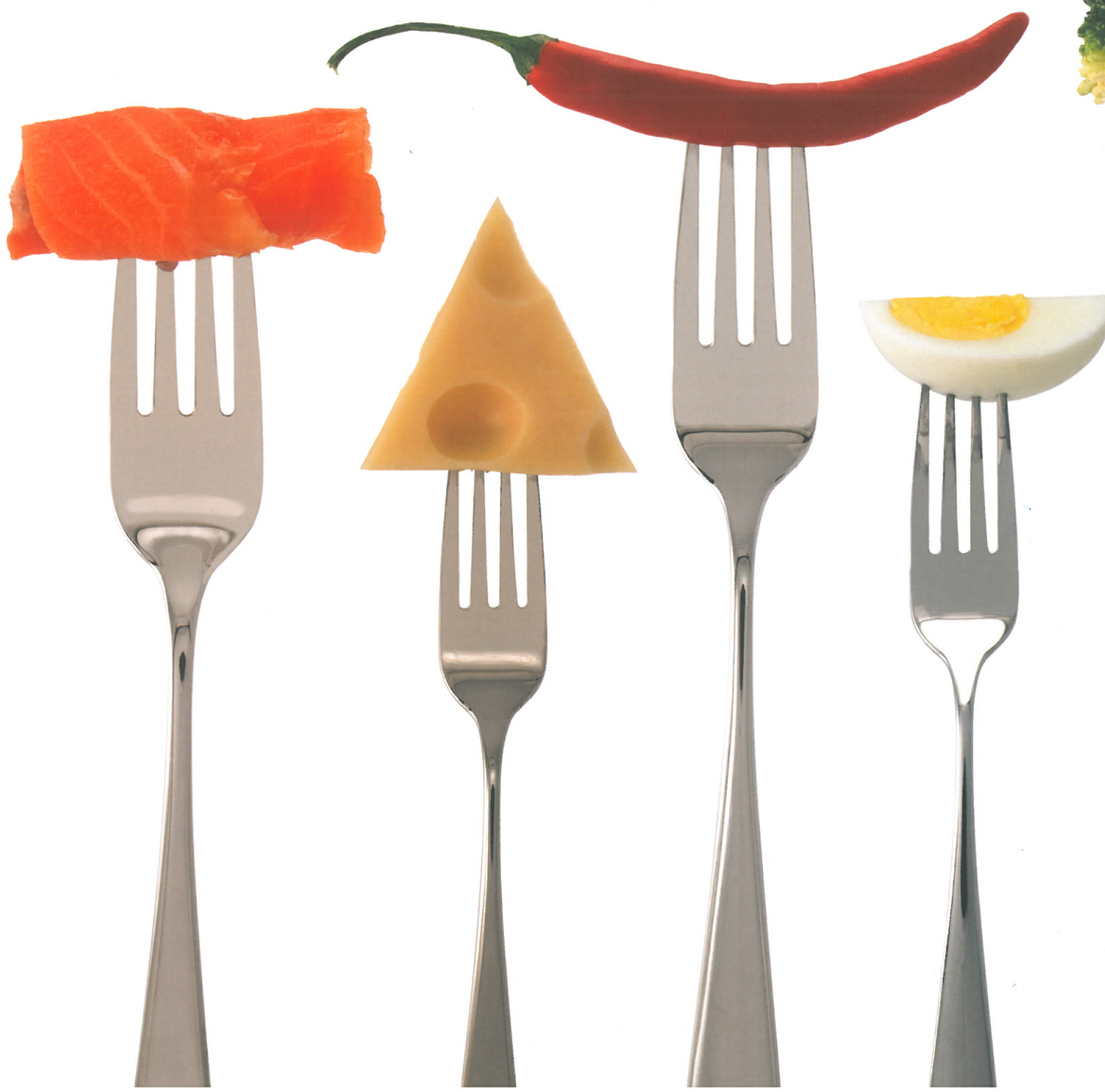


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# Food+Design

Anna Marie Fisker



## Aim

At the Center for Food Science, Design & Experience (Food+Design) the aim is to create and develop new types of food, food concepts, packaging, events and experiences to enhance people's understanding of food.

Working in the field of Food and Design, which is still a rather new research area, requires wide-scale integration of design and gastronomy knowledge. An interdisciplinary perspective of food is included in our research comprising; the meal and the experience of eating, knowledge about gastronomy and design history, spatial perception, dining room design and eating environment modeling, experience design, service design and strategic design.

## Focus

At Food+Design we work from an integrated and multidisciplinary understanding of design focusing on food related research concentrating where experience and health is among the core areas. The interdisciplinary work comprises projects on how the physical surroundings influence the experience of the meal and on the possibility for a gastro-nomic optimization of hospital meals.

Our focus on new food products has recently resulted in a new research collaboration within the field of Nordic pasta and its potential. Pasta is shapeable and can be viewed as a construction material having a given carrying capacity that can vary according to for example, the type of flour.

We optimize the shape using computer generated modeling combined with input from MScs Engineering on processing the pastas on an industrial scale. Furthermore we perform research in the structure and the composition of the meal where the pasta is used, both on a grand scale (architecture and decor), and in smaller scale (furniture, plates and cutlery) and on packaging for retail and take-away.

### Research methods

At Food+Design, the research teams' work has always been highly interdisciplinary, focusing in particular on design methodological and process-oriented methods that are applied in the development process of new meal and food related experiences.

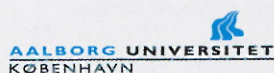
Food+Design conducts research in shaping and creating architecture and design in food, using comparative studies and analyzing meanings, interactive perspectives between man, environment and food. Classical architectural and design historical research are also practiced and related to a gastronomic perspective. Other methods include monitoring

perceptions among users and customers, qualitative survey and parametric design for creating food constructions, pavilions and packaging.

### Collaborations

Food+Design cooperate with several other institutions and centres, among others the Danish Technological Institute, and schools for chefs. We are also engaged in the national project Madkulturen (The Food Culture). We involve business partners from the food production sector, packaging sector and hospitals and among our international partners are Politecnico di Milano, Politecnico di Torino and University of Gastronomic Sciences in Bra, Italy.

**FOOD+DESIGN**  
Center for Food Science, Design and Experience



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